

Organ Plays at 9, 11 and 4:45
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

October—and Fashions Glow With the Colors of Sighing Woodlands and Rolling Fields

Do You Know That Sometimes Our Best Friends

see the best in us, and that fact calls out of them their best to give to us. It is a pity, and may be a real loss, to become so busy that we have no time when our friends think of us and call.

Life is strangely made up of things that in themselves seem inconsequential, which, when traced through from beginning to end, are almost miracles.

[Signed] *John Wanamaker*

October 2, 1922.

Everything That Is New for Babies and Children

Everything that is warm and cozy, pretty and new, suitable for winter wear, indoors and out.
The best of American-made clothing and lovely things from France and other lands.
All that babies and children can possibly need is here in variety.
It is the opening of the season for children. There is much to see in the way of beautiful French things for baby and charming dresses and coats from Paris.

(Third Floor)

Charming Coat-and-Hat Sets for Children

Children of two to six years are particularly fortunate, for they may wear the warmest, prettiest sets.
Styles are so individual and lines of such consequence as in Mother's coat. One little coat has a shaped and corded yoke that extends down partly over the sleeves and has shirring below. Almost all flare and show an absence of belts.

(Third Floor)

Materials are soft and warm: duvetyne, bolivia, chamois cloth and broadcloth and coats are prettily lined and fully interlined.
Hats are in various becoming shapes and are often touched with fur to match the often times luxurious collars of the coats. Colors, too, are lovely: russet, tan, brown, leather tones, blues etc. \$20 to \$60 a set.

(Third Floor)

A Sale of Beaded Tunics Samples (Half Price)

Only once a year does this opportunity come. And how women appreciate it!

The tunics are scintillating affairs, beaded and spangled and some are embroidered in addition. They are all hand-done and in the newest styles, for they are the samples sent to America by an important foreign manufacturer.

A great many are in black jet effects, some in bronze, sapphire, green, flame and white-and-black.
They are marked \$15 to \$50 for the tunics and certain single pieces for draperies are even lower.

(West Aisle)

All-Wool Tweeds Half Price at \$2

About twenty different shades in Winter-weight tweed—various tans and browns, olive, orchid, Burgundy, copper, chocolate, spice and delightful blues.
54 inches wide, plain and herringbone weaves.

(First Floor)

Paris Sends Normandy Laces for the Home

Odd shapes for bureaus, chair backs, pillow covers, centers, dressing tables, etc., have just come from Paris and many home-keepers will be eager to get them.

(Second Floor)

The Ideal School Frock

varies according to personal opinions.
But, whether it is a regulation dress, a tub frock or a dark wool dress, it is sure to be here in a model becoming to the particular girl in whom you are interested.
Sizes 6 to 14 years.

(Second Floor)

Women's Tweed Sports Coats With Large Raccoon Collars

The tweed is double faced and so thick and warm that no lining is needed, except in the yoke. Such coats are the nicest kind for motoring or for business women.

Both herringbone weaves and mixtures in soft brown, tan and gray, two styles, each having a shawl collar of prettily blended raccoon fur.
Priced \$47.50 and \$57.50.

(First Floor)

The New Chiffon Velvets Which Everybody Wants

Judging from the way it has started out, it will be the greatest velvet season every known.

The most wonderful day-time and evening dresses are using soft chiffon velvets; wraps, coats, trains, panels, hats, bags are made of them—and it is all in line with the new fashion tendency

(First Floor)

toward the richest and most supple of fabrics.

All-silk chiffon velvets, in every shade that any one could want and plenty of black, 40 inches wide, \$7 a yard. Millinery velvets, 19 inches wide, \$3 and \$3.50 a yard. All colors.

(First Floor)

Little White Coats

for the baby just going into short coats are attractive, snappy and dainty. Almost every one is touched with hand-embroidery, featherstitching, see French knots, tiny tuels or smocking.

Materials include cashmere, serge, crepeella and silk faille.
Priced from \$5 to \$25, with many stops in between.

(Third Floor)

Faille Ribbon

In plain and more weaves is six and a quarter inches wide—excellent for girdles and panels and to make fashionable ribbon hats, because of its good weight.
All the Autumn tones are here: browns, tans, greens, blues, russet, purple, orange, navy, and so on. The a yard.

(Main Floor)

Women's Afternoon Dresses in Browns—\$27.50 to \$45

Even the makers of inexpensive dresses nowadays are copying them from Paris models—and the results are evident in some extremely charming and graceful garments of the fashionable silk crepes and satins.

Here is one with the fluttering cape sleeves; another has the padded or rolled girdle characteristic of Lanvin; another a curiously braided girdle; others are braided around the bottom.

Sleeves, by the way, are one of the most important items—long and short, turned up to show a bright lining or long and left open at intervals to show the arm. A good deal of braid is used.

Even before the war anything so pretty was almost unheard of at such prices—\$27.50 to \$45.



(First Floor)

Young Women's Navy Blue Twill Frocks, \$30

Frocks with long pointed panels at the sides.
Frocks with roomy patch pockets covered with cross-stitch embroidery done in blue, red, green and tan—a trimming repeated on the collar and cuffs.
Frocks embroidered with heavy

silk, with a tinsel thread lighting the way.
And many other charming styles. All are practical dresses, suitable for everyday winter wear. Girls at school will like them for classroom.
14 to 20 year sizes.

(Second Floor)

Specially Priced Waists From \$2 to \$6.85

Many pretty, new silk overblouses, beaded, embroidered or with Persian trimmings and they are in exactly the right shades for new winter suits. \$5 and \$6.85.

Crepe de chine waists and overblouses in many colors, \$3.85.
Dainty voile waists with hand drawn-work and real filet or Irish lace. Both Peter Pan and tuxedo styles, \$2.

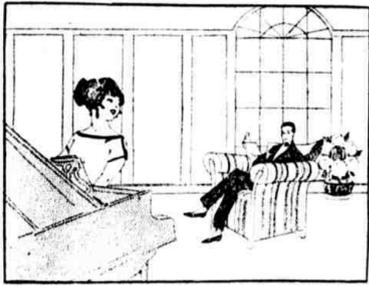
(East and West Aisles)

Women's Black Umbrellas \$1 to \$10

The variety begins at \$1 for good cotton umbrellas (to \$2.50). Silk-and-cotton umbrellas, \$3 to \$5 and silk at \$5 to \$10.
Some have rings, cords or

straps. Gunmetal handles in several shapes are well-liked. Among them are new-fashioned umbrellas with stub ferrules and bakelite tips.

(Main Floor)



In Many New Homes There Is an Empty Corner

Silver and jewels, linens and pictures and rugs and furniture—the bride's friends have thought of almost everything.

But one thing they have failed to remember. Its absence leaves an emptiness and a silence nothing else can fill.

The missing gift? It is MUSIC!

Never was a home complete without this most eloquent and sweetest of the arts.

As a wedding gift it is superbly embodied in the

Bride's Own Piano

—a small grand of diminutive size and exquisite tone. In this diminutive grand form it may be selected here from three of the world's most notable instruments—

*The Chickering
The Schomacker
The Celebrated Knabe*

—any of them perfectly fitted to form the musical corner-stone of a long and happy family life.

These nationally famous instruments can be purchased only at Wanamaker's in Philadelphia.

(Egyptian Hall, Second Floor)

Radio Broadcasting Class B Station W-O-O 400 Meters

11 A. M. Grand Organ.
11:30. United States weather forecast.
11:55. Chimes and stroke of noon on the organ bells.
4:45. Grand Organ selections and trumpets.
7:30. Piano recital by Rebecca Kolker:
1. Scherzo in B Minor. Chopin
2. Portiere. Sterenberg
3. Moment Musical. Grieg
4. Impromptu No. 3. Chopin
5. Revolutionary Etude. Chopin
8 to 8:45 P. M. Tioqa Choral Society will render Part I Dudley Buck's Musical Cantata, "Legend of Don Munio," Mr. James B. Hartzell directing.
Soloists: Louis Emil Smith, tenor
Marguerite Foltis, soprano
Elmer G. Anderson, bass
Josephine R. Bonnisse, contralto
William J. Mayer, baritone
Rebecca Kolker, piano
Helen W. Kane, accompanist
8:45. Grand Organ recital, Miss Mary E. Vogt at the Console:
1. Arcadian Idyll. Leconte
2. Request—Song without Words. Mendelssohn
3. Au Matin. Godard
4. The Swan. St. Saens
5. Andante No. 2. Wely
6. L'Armenienne. Liszt
7. Romance in C. St. Saens
8. Spring Song. Grieg
9. Request—Song of Glinde. Schuber
10. Finale in B Flat. Mazouze
9:15. Intermission of fifteen minutes.
9:30. Part II of "Legend of Don Munio" by the Tioqa Choral Society, United States Naval Observatory time signal.
9:55. United States weather forecast and press dispatches.

Decorative Linens of Particular Merit

Dollies, tray cloths, center-pieces, scarfs, with centers of fine, pure linen elaborately trimmed with an attractive machine-made Venetian lace.

Purchasable either individually or by the set, the individual pieces ranging from 50c each for dollies to \$12.50 each for scarfs.
Sets of 13 pieces, \$12.50.

(First Floor)

It Is Said the Men of Ancient China Lost Their Heads Over Pung Chow

"The Game of a Hundred Intelligences"

Even the Imperial frown, carrying with it execution as a penalty, failed to suppress Pung Chow more than 2000 years ago in the Orient.

Its captivating mysticisms appealed to the Chinese heart, its numberless intricacies challenged the best in the Chinese mind.
Of later years travelers through the Orient have returned with tales of the wonder game—its fascination, its never completed science, its

(Seventh Floor)

Queen Mary Charme d'Amour

The exquisite fragrance of Charme d'Amour and the unexcelled quality of Queen Mary combined, recommend these toilet articles to discriminating women.

Talcum powder, 75c.
Toilet water, \$3 and \$3.50.
Extrait, \$1.50, \$3 and \$3.50.
Sachet, \$1.50.
Face powder, in white, natural and brunette, \$1.50.
Compact face powder, \$1.

(Main Floor)

Some Women Like Narrow Hem Handkerchiefs

Others like wide hems, so in some new handkerchiefs made for us in Ireland the same kinds have three different widths of hem.

But whether the hem is wide or narrow, the handkerchief does not lose in size. An excellent quality linen, and 75c each or \$8.25 a dozen.

(Main Floor)

What Is the Most Important Point About a Phonograph?

Isn't it tone? If that is lacking in richness, sweetness and clarity, what can compensate? It is in tone that the

Brunswick Phonograph excels. It has a rare tonal quality, even on the difficult high piano notes—always a test for any phonograph.

The Brunswick phonograph, Type 207, is a splendid model for \$125. The cabinet is mahogany and will add to the grace and beauty of almost any room.
Brunswick phonographs play all disc records, and it is worth while to hear how they play them!

(Second Floor)

New Italian Pottery of Distinctive Charm

It comes in wonderfully attractive shapes, combining medieval and modern artistic ideas.
The decorations typify ancient and mythological subjects and are done in rich, striking color effects. The assortment comprises vases, flower jars, flower boxes, comports, covered jars, candlesticks and plates, and there is a fascinating choice of designs and color schemes to select from at surprisingly moderate prices—\$2.50 to \$25.

(Fourth Floor)

Fiction Fresh From the Publishers

"They Call Me Carpenter," by Upton Sinclair, \$1.75. A highly fantastic romance. Wherever it is read it will arouse tremendous discussion.
"In Jeopardy," by Van Tassel Sutphen, \$1.90. A mystery story.
"Hirondelle," by Henry C. Rowland, \$1.90.
"Gargoyles," by Ben Hecht, \$2.
"Mummers in Mufti," by Philip Curtiss, \$1.75.

(Main Floor)

White Beads Are Having a Decided Vogue

They are a striking note of contrast with the fashionable black silk gowns and black hats. Newest are the long strands of beads of uniform size or graduated.

Carved beads are \$1.25 to \$4. Smooth white beads, \$2 to \$4.

(Main Floor)

Inexpensive House Dresses

Plain chambray and striped and checked gingham and seersuckers. Prices, \$1.50 and \$2.50.

(Third Floor)

New Record Albums

Better and lower-priced than ever. They have an imitation leather surface and are of the loose leaf type.

Ten-inch size, \$1.50.
Twelve-inch size, \$1.75.

(Second Floor)



Back of every house that's built, every automobile, every suit of clothes There's a Secret!

Something unseen, almost unthought of, but a man is bound to "feel" that it is there. Nothing could be as fine without it. It isn't the master workmanship. Nor superior materials. It's the art of the planner and designer that keeps a motor humming, and makes a house attractive and gives that air of distinction to a suit of clothes. And

Designing Is What Makes Wanamaker Clothes So Different

Designing makes them look as if they belonged to a man. Makes them smart, yet easy and free. And with it all a suit can be had at Wanamaker's for as little as \$25; the best is only \$55, while \$45 and \$50 offer remarkable choosing.

(Third Floor)

Men Who Wear Cordovan Shoes Wanted Something Different

And here it is—a brogue in the best cordovan. Full and roomy and as comfortable as a shoe can be.

A brogue beyond a question—at the same time, as neat and as smart a shoe as a man could ask for. There are perforations and there are sawtooth edges, but they are of the finest of the tiny.

The price, too, is tiny, \$10.

(Main Floor)

The Best Material That Could Be Found Went Into the New Robes for Men

Light robes and pretty ones, just filled with color. Big, broad stripes of the gayest shades imaginable run up and down the full length.

The material is the best wool mixed with the finest silk and the cloth is light and fine.

Distinctive is about the only way to describe such robes—other men don't have anything like them. The price is \$20.

(Main Floor)

October Is a Great Painting Month

Wise householders do their painting in the Fall as a protection against the ravages of Winter storms. Especially roofs and iron surfaces.

All varieties of Sherwin-Williams paints, shellacs, enamels, varnishes, etc., are to be had here, and they are the purest and best paint products made.

Conveniences for Interiors

Varnish stains, 50c half pint; \$1.55 qt.; \$5.50 gal.

Gold paint for radiators, picture frames, etc., 90c half pint; silver paint, 70c half pint.

Stove-pipe enamel, 35c half pint.
Flat-tone wall paint, \$1.05 quart; \$3.75 gallon. (This can be cleaned with water.)

Cold water paint, economical, practical and in lovely tints, 80c for five pounds; white, 75c for five pounds.

Wall plasters for patching cracks and fastening tiles, three pounds for 25c; six for 45c; twelve for 85c.

Old Dutch enamel, the best white enamel made, 70c for half pint; \$1.25 pint; \$2.35 quart; \$8 gallon.

Roof and Bridge Paint

—a durable and economical covering for roofs, bridges, fences, etc. \$1.15 for half gallon; \$2.15 gallon.

Flaxoap

A linseed oil soap that renews the surface of furniture and removes white marks. 35c pound.

(Brushes of all kinds, 5c to \$10)

(Fourth Floor)

"Persian" Sterling Silver Is New

Its first appearance in Philadelphia. But many people have been asking for such a silver for some time.

The pattern is an extremely pretty one and it is carried out in the soft gray finish. Every edge is soldered and the workmanship is of the best throughout.

There are banion dishes starting at \$12.50 also candy jars, cheese and cracker dishes, sandwich plates, comports and so on up to large fruit bowls at \$45.

(Main Floor)

Carpets, Too, Have a Look of Greater Beauty

Patterns, colorings, weaving, materials—everything seems better about the newest carpets.

Rich, beautiful things in just the effects that look best in carpeted rooms. Especially generous is the choosing among the much-sought Body Brussels carpets of better-than-ordinary quality. They are in patterns suited to halls and stairs and some have 18 and 22 1/2 inch borders to match.

Priced \$2.50 to \$3.75 the yard.

Plain color Wilton carpet, \$1.25 the yard.

Figured Axminster carpet, \$3.25 the yard.

Plain Wilton velvet carpet, \$1.75 the yard.

Faxminster Brussels carpet, \$1.85 the yard.

(Seventh Floor)

The New Saruk Rugs Are Gem-Like in Charm

Lovely combinations of rose, amber, blue and soft green, patterns of fine decorative effect, together with a wonderfully close, even stitch, give them an interest, an individuality and a value which no other rugs possess.

Nor are any rugs that come from the Orient so substantial in weave.

Choose from either of two groups, one of Saruks averaging about 4.6x6.6 ft. at \$175 to \$200; the others averaging about 3.9x5 ft. and priced at \$75 to \$100.

(Seventh Floor)